

Think Like a Spy – John Sileo

1. **Trust Your Instincts.** Most of prevention is common sense.
2. When someone asks you to share private information, think – **Hogwash!**
3. Ask aggressive questions to spot a **ConJOB**:
 - a. Make sure you are in **Control** of the flow of information,
 - b. **Justify** (or verify) that you are sharing it for a legitimate purpose,
 - c. Understand your other **Options** and how each of those **Benefit** you.
4. **Target** (or prioritize) your responses & options to protect the most valuable items 1st:
 - ☐ Use **Identity Monitoring** (www.CSIdentity.com - Discount = CSIDFRIEND)
 - ☐ Review your **Free Credit Report** 3X per year at www.AnnualCreditReport.com.
 - ☐ **Opt-Out** of financial junk mail at www.OptOutPreScreen.com (1.888.567.8688).
 - ☐ Visit www.DoNotCall.gov to remove phone & cell numbers from junk caller lists.
 - ☐ **Freeze Your Credit.** State-by-state instructions at www.Sileo.com/credit-freeze.
 - ☐ If you don't want to use a credit freeze, place **Fraud Alerts** on your 3 credit files.
 - ☐ **Stop Sharing Identity** (SSN, address, phone, credit card #s) unless necessary.
 - ☐ **Simplify Your Wallet.** Chapter 5, *Stolen Lives* (www.Stolen-Lives-Book.com).
 - ☐ **Protect Your Computer** (firewall, data encryption, wireless encryption, security software, passwords, physical security). Chapter 7, *Stolen Lives*.
 - ☐ **Protect your Laptop.** Visit www.Sileo.com/laptop-anti-theft for details.
 - ☐ **Bank Online:** online bank statements, account alerts and bill-pay.
 - ☐ Buy a **Fellowes Shredder** (or 2) & shred everything with identity you don't need.
 - ☐ Stop sharing personal (and work) information on Facebook, MySpace & Twitter.
 - ☐ Lock down your **Social Networking Profiles** www.Sileo.com/facebook-safety.
 - ☐ Realize that 50% of ID theft crimes are committed by **Acquaintances & Friends**.
 - ☐ **Stop Clicking on Links** in an email that you don't recognize as legitimate.
 - ☐ Avoid emails/faxes/letters/calls/people promising **Something for Nothing**.
 - ☐ Know that protecting **Other People's Privacy** is part of your responsibility.
 - ☐ For more tools, purchase a copy of *Stolen Lives* at www.ThinkLikeAspy.com.
 - ☐ Keep up to date with the latest ID Theft & Fraud info at www.Sileo.com.

think like a spy.

Target the Enemy

Protecting Your Identity & Corporate Intellectual Property



1 STOP

2 CHOP

3 LOCK

4 BLOCK

Stop: Eliminating information exposure at the source is the bulls-eye of bulletproofing identity and intellectual capital.

Chop: Data that can't be stopped and is unnecessary or no longer needed should be destroyed, physically and digitally.

Lock: Private information that must be retained for future use should be locked up physically and secured digitally.

Block: The fail-safe in data protection is to deploy an outer perimeter (surveillance) that warns you of a breach.

think like a spy.



John Sileo

Giving





Trust Me

(Who Does a Spy Trust?)



Hogwash 5: Social Engineering

1. **TRUST** me (good nature bias)
2. It's for your **SAFETY** (security bias)
3. We need to **HURRY** (rush bias)
4. **IF** you do this (bribe) / if you don't (fear), **THEN**
5. I just need a little more of **YOUR INFO**



interrogation

4 Questions

Who's in **Control**?

Can they **Justify**?

What are my **Options**?

What are the **Benefits**?

ConJOB





STOP: JUNK MAIL

1-888-5-OPTOUT

(OptOutPreScreen.com)

STOP: CREDIT FREEZE



CHOP: 2 ENEMIES

**Backlog
&
Inconvenience**

LOCK: Computers

1. 60 Day, Alpha-Numeric-Symbol **Passwords**
2. Auto-Updated **Security Software** (Anti-Virus/Anti-Spyware)
3. Automatic Operating System Security **Patches**
4. Default Deny **Firewall** with Altered Defaults
5. **Wireless Encryption** with MAC Addressing
6. Hard Drive/Thumb Drive **Folder Encryption**
7. Least Privilege **User-Level Network Access**
8. **Selective Mobility & Remote Destroy**

LOCK: COMPUTERS

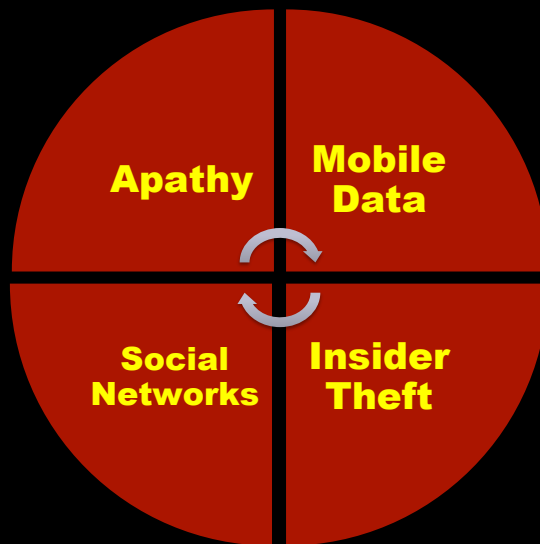
80/20 RULE

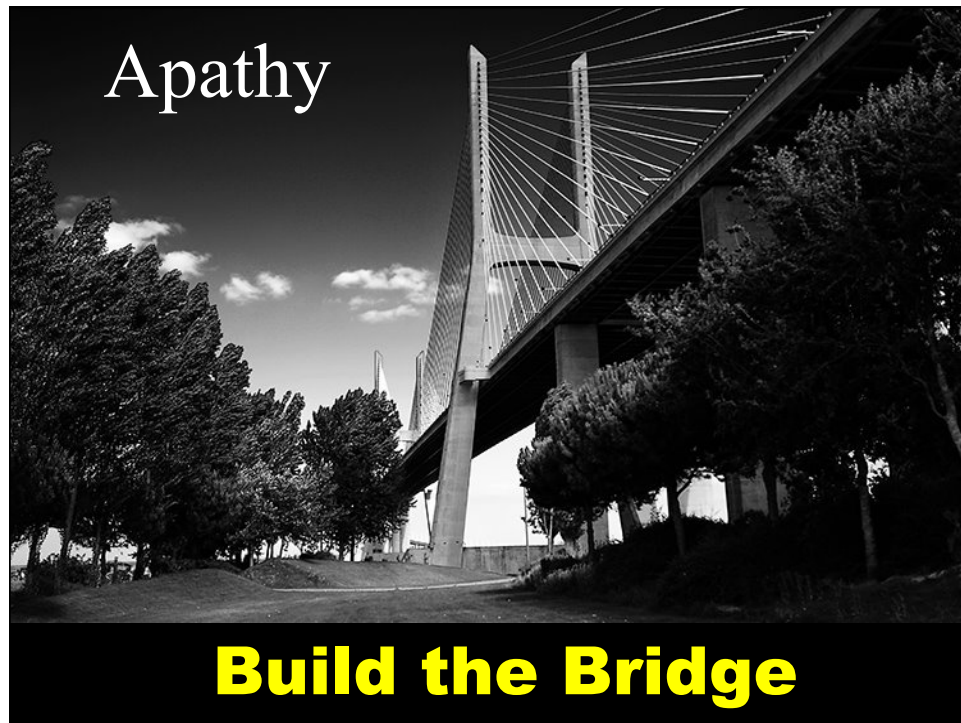
(Invest in Proportion to Value)

BLOCK: MONITOR VITALS

ANNUAL CREDIT REPORT.COM

K-C Bulls-Eye





STOP: Inside Spies

Reference Verification

Background Screening

Privacy Alarm Signs




Social Networks

Public.

Permanent.

Exploitable.



facebook    Search

This agreement was written in English (US). Please note that Section 16 contains certain changes to the general terms for users outside the United States.

Date of Last Revision: April 22, 2010

Statement of Rights and Responsibilities

This Statement of Rights and Responsibilities ("Statement") derives from the [Facebook Principles](#), and governs our relationship with users and others who interact with Facebook. By using or accessing Facebook, you agree to this Statement.

- 1. Privacy**

Your privacy is very important to us. We designed our [Privacy Policy](#) to make important disclosures about how you can use Facebook to share with others and how we collect and can use your content and information. We encourage you to read the Privacy Policy, and to use it to help make informed decisions.
- 2. Sharing Your Content and Information**

You own all of the content and information you post on Facebook, and you can control how it is shared through your [privacy](#) and [application settings](#). In addition:

 1. For content that is covered by intellectual property rights, like photos and videos ("IP content"), you specifically give us the following permission, subject to your [privacy](#) and [application settings](#): you grant us a non-exclusive, transferable, sub-licensable, royalty-free, worldwide license to use any IP content that you post on or in connection with Facebook ("IP License"). This IP License ends when you delete your IP content or your account unless your content has been shared with others, and they have not deleted it.
 2. When you delete IP content, it is deleted in a manner similar to emptying the recycle bin on a computer. However, you understand that removed content may persist in backup copies for a reasonable period of time (but will not be available to others).
 3. When you use an application, your content and information is shared with the application. We require applications to respect your privacy, and your agreement with that application will control how the application can use, store, and transfer that content and information. (To learn more about Platform, read our [Privacy Policy](#) and [About Platform](#) page.)
 4. When you publish content or information using the "everyone" setting, it means that you are allowing everyone, including people off of Facebook, to access and use that information, and to associate it with you (i.e., your name and profile picture).
 5. We always appreciate your feedback or other suggestions about Facebook, but you understand that we may use them without any obligation to compensate you for them (just as you have no obligation to offer them).
- 3. Safety**



The screenshot shows the Facebook account settings menu for John Sileo. The 'Account' tab is selected and circled in red. A red arrow points to the 'Privacy Settings' option, which is also circled in red. The menu includes options for Edit Friends, Manage Pages, Account Settings, Privacy Settings, Application Settings, Help Center, and Logout.

- 1. Uncheck "Everyone"**
- 2. Hide from Google**
- 3. Publishable Identity**
- 4. Friend Groups**

John Sileo



John Sileo's identity was stolen out of his corporation and used to commit a series of crimes, including \$300,000 worth of digital embezzlement. While the data thief operated behind the safety of John's identity, John and his business were held legally and financially responsible for the felonies committed.

Emerging from this crisis, John became America's leading professional speaker on identity theft prevention, social media information exposure and corporate data privacy. His experiences as victim and victor led him to write several award-winning books on the topic.

His satisfied clients include the Department of Defense, the Federal Trade Commission, the FDIC, Blue Cross Blue Shield, Pfizer, the Federal Reserve Bank, and Lincoln Financial Group.

John graduated with honors from Harvard University and lives happily at the foot of the Rocky Mountains with his amazing wife, two highly spirited daughters and acoustic guitar.

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